

**REMARKS/ARGUMENTS**

Claims 10-28 are pending. In the Office Action, claims 10-28 were rejected under 35 U.S.C. § 102(e) as being anticipated by Gerace (U.S. Patent No. 5,848,396).

Applicants respectfully traverse the rejection.

Applicants thank the Examiner for reopening prosecution and finding Applicant's previous arguments persuasive.

In the rejection, the Examiner cited Gerace as disclosing every element of claims 10-28. Applicants note that Gerace was first cited in the Office Action mailed 10/30/2002. Specifically, claim 19 was rejected as being anticipated by Gerace. The rejection cited Gerace as disclosing a template program specific to the user at col. 7, lines 45-57. Further, the rejection stated that executing a template program specific to the user was disclosed at col. 8, lines 57-col. 9, line 5. In the Amendment mailed January 29, 2003, on page 4, Applicants argued over Gerace. Specifically, the Applicants traversed the rejection using the following arguments:

Gerace discloses page display objects that may be used to display a page for a user. (see Gerace, col. 7, lines 38-45). However, Gerace does not disclose or suggest that a page display object is specific to the user. Gerace only discloses a set of page display objects that are used to read data stored for a user and display a page according to presentation formats stored within the data. (see Gerace, col. 5, lines 56-57 and col. 7, lines 27-28). The page display objects are not specific to the user. The rejection asserts that Gerace discloses page display objects as specific to the user, but does not specify how the page display objects are specific to the user. Thus, in view of the arguments above, Applicants submit that Gerace does not disclose or suggest page display objects that are specific to the user.

In the Advisory Action mailed 4/3/2003, the Advisory Action stated that Gerace clearly discloses the templates are specific to a user as a template defines the appearance of a page, such as a store home page, a product page, or a customer information page at col. 7, lines 4633 [sic]-col. 8, lines 12.

In the response mailed 5/28/03, on page 8, Applicants reiterated the argument that page display objects in Gerace are not specific to a user.

In the Office Action mailed 06/24/2003, on page 10, the Examiner wrote "Applicant argues Gerace does not disclose or suggest that a page display object is specific to a user. In response, Examiner agree, and examiner has reconsidered the patentability of claim 19 and new claims 20-27 and found them unpatentable under 35 U.S.C. § 103, above." Thus, the Examiner agreed that Gerace does not disclose or suggest user-specific templates. Also, the new §103 rejection cited in the above quote did not include the Gerace reference. Accordingly, Gerace was removed from the rejection.

Accordingly, Applicants have already established that Gerace does not disclose or suggest user-specific templates. Additionally, the Examiner has agreed that Gerace does not disclose or suggest user-specific templates. In the current rejection, the Examiner has provided a more detailed rejection involving Gerace; however, the Examiner has still failed to show that Gerace discloses a user-specific template program and executing the template program specific to the user in order to generate a customized page. In fact, the Examiner has cited similar sections in the current rejection that were already cited in prior office actions (e.g., fig. 4a of Gerace); sections that the Examiner agreed did not disclose or suggest user-specific templates.

The rejection states that Gerace discloses a user-specific template program for the user at (home page 43, fig. 4a). In the rejection, the Examiner states in a footnote "a home page is a user-specific template program for the user using a user name and password to login [to] the home page." Fig. 4a and home page 43 correspond to col. 7, lines 45-57, among other cites. This cite discloses page display objects 35c that are used to define a home page 43 format for program 31. This is the same cite that was cited in the Office Action mailed 10/30/2002, which the Examiner agreed did not disclose or suggest user-specific templates.

Applicants submit that Gerace does not disclose or suggest a user-specific template program. The page display objects 35c are used to display a home page for a user. If multiple users want to display their own home page, a page display object 35c is used to display the home pages for the multiple users. Nowhere in Gerace is it disclosed or suggested that page display objects 35c are specific to a user. In fact, the Examiner has earlier agreed that page display objects 35c are not specific to a user. The Examiner states that a home page is a user-specific template program for the user using a user name and password to login to the home

page. A user may login in order to identify themselves to the program 31. However, program 31 uses the same page display object 35 to display the home page for multiple users. Accordingly, a user-specific template program that is specific to the user is not disclosed or suggested by Gerace.

Further, Gerace does not disclose or suggest executing a template program specific to the user in order to generate a customized page. The Examiner cites col. 14, lines 50-59 as disclosing this element. This section discloses that program 31 queries financial page objects 35 and uses page objects 35a, b, c to assemble the data and format it into a table and return it to web server 27. The information stored in page objects 35a, b, c is used. There is no mention in Gerace that program 31, the program that is used to generate the page, is specific to the user. In the example cited by the Examiner, the user selected a "stock data" option from the home page. *See Gerace*, col. 14, lines 24-25. In response, page program 31 displays a screen view using page objects 35a, b, c. *See Gerace*, col. 14, lines 50-59. Gerace does not mention any template program that is specific to a user. Rather, program 31 generates the web page with the stock quote information using page objects 35. Applicants submit that program 31 and page objects 35 do not disclose or suggest template programs that are specific to a user.

Embodiments of the present invention provide many advantages. For example, page servers can quickly build a custom page in response to a user request. Because user-specific template programs can be executed for various users, pages can be generated quickly. Using Gerace, if multiple requests for pages were received, program 31 and page objects 35 may be overloaded and not able to return home pages for users. However, using embodiments of the present invention, user-specific template programs may be executed for each user and thus pages may be quickly generated.

Accordingly, Applicants respectfully request withdrawal of the rejection of claim 10. Claims 11-18 depend from claim 10 and thus derive patentability at least therefrom.

Applicants submit that claims 19 and 20 should be allowable for at least the similar rationale as discussed with respect to claim 10. Claims 21-28 depend from claim 20 and thus derive patentability at least therefrom. Accordingly, Applicants respectfully request withdrawal of the rejections of claims 21-28.

Appl. No. 09/393,718  
Amdt. dated February 3, 2005  
Reply to Office Action of October 5, 2004

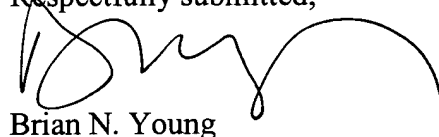
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**CONCLUSION**

In view of the foregoing, Applicants believe all claims now pending in this Application are in condition for allowance. The issuance of a formal Notice of Allowance at an early date is respectfully requested.

If the Examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at 415-576-0200.

Respectfully submitted,



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